

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.Com.(CS) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - VI

**20UBCCT6018 - Marketing**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Define Marketing. Explain briefly the functions of Marketing.
2. What is market segmentation? Discuss the importance of segmentation in developing a marketing strategy.
3. What do you understand by product mix?
4. Discuss the role of marketing research.
5. What is the marketing environment? Explain its main dimension.
6. What is meant by buying motives of consumers? Explain the various types of buying motives.
7. Define advertising. Explain the objectives.
8. Describe the need for Consumer protection in India.

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Define marketing and discuss its significance in the modern world.
10. Explain the impact of environmental forces on marketing.
11. What is consumer motivation? How can you measure the influence of social on buying process?
12. What is a channel of distribution? Describe the objectives of the distribution channel.
13. Differentiate between marketing research and marketing information systems.

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